

MEDIA ADVISORY



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Bay Area Leaders Converge to Accelerate Regional Climate Protection Action

- WHAT:** A one-day conference bringing national and regional climate “Stars” with proven greenhouse gas emissions reductions records to San Francisco to share key lessons, best practices, and success stories. Public, private, and nonprofit leaders from nine Bay Area counties will assemble to accelerate climate protection measures and identify opportunities for regional collaboration. Practical tools and strategies for setting and achieving ambitious greenhouse gas reduction targets will be covered.
- WHEN:** **Friday, September 21, 2007**
8 a.m. – 5 p.m.
- WHERE:** St. Mary’s Cathedral
1111 Gough Street, San Francisco
- SPONSORS:** The Climate Protection Campaign in partnership with the Bay Area Air Quality Management District (Air District), PG&E, and numerous partners and sponsors. Visit www.climateallstars.org for conference details.
- SPEAKERS:** **Erik Sten**, Commissioner for City of Portland
Ed Mazria, Architect2030 founder and internationally recognized architect
Fran Pavley, Former Assembly member, author of nation’s first global warming law
Annabelle Malins, British Consulate-General
Mark Loukides, Head of Operations, Johnson & Johnson
Ricardo Balazs, Clif Bar & Company
Mark Ruzzin, Mayor of Boulder, Colorado
- MEDIA/ VISUAL OPS:** **Get on the Bus:** Two special alternative fuel buses – one from Oakland and one from Napa – will transport elected officials and other participants to and from the conference. (Estimated arrival time at St. Mary’s Cathedral: 7:45 a.m.)
Earth Balloon: A 22-by-20-foot balloon people can walk inside will be in front of St. Mary’s Cathedral.
Speaker interviews and photo opportunities: Available before, during, and after the conference.
World Café: Participants from different fields and disciplines discuss, network, and collaborate in small working groups and share their discoveries with the entire conference.
Be Cool Photo Ops: Think: Matrix. Think: Trinity, Neo, and Morpheus. Dark sunglasses will be donned spontaneously at various times to demonstrate that climate protection is extremely cool.

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